Tourism Office, Arizona

IT Vision
To employ information management systems to enhance staff communications, employee productivity, job satisfaction, and AOT's ability to communicate with constituents and the general public.

IT Mission
To provide effective support of all Arizona Office of Tourism (AOT) functions through development and maintenance of comprehensive and innovative management information systems.

Goal 1
Increase the ability of AOT to disseminate information to the traveling public, constituents, and Arizona residents.

Objective 1
To increase the ability of the staff to access and disseminate information to aid in business-to-business communication and decision-making.

Current Situation
www.azot.com has been launched as the Arizona Office of Tourism's external web site (extranet). This website has been designed to facilitate the distribution of information to AOT's industry partners.

Performance Measures

1   Constituent satisfaction with the AOT extranet website (scale of 1-5, 5=extremely satisfied).

Status	In Process				
		Target 02	**Actual 02**	**FY 03**	**FY 04**	**FY 05**
Category:	Quality				
		3	4	4	4	4

Objective 2
Create and maintain consumer web sites that supplement AOT's advertising, public relations, and travel industry marketing efforts.

Current Situation
www.arizonaguide.com, the Official State Visitors' Web Site, and www.arizonavacationvalues.com, both developed by AOT, undergo continual refinements to accommodate the travel planning needs of potential visitors

Performance Measures

1   Constituent satisfaction with www.arizonaguide.com (scale of 1-5, 5=extremely satisfied).

Status	In Process				
		Target 02	**Actual 02**	**FY 03**	**FY 04**	**FY 05**
Category:	Quality				
		3	3	3	3	4

Goal 2
Utilize new technologies to automate office functions to help increase staff productivity and to improve agency transaction tracking to ensure accuracy in posting to AFIS.

Objective 1
Maintain and enhance an internal database that will track AOT expenditures and enable the staff to reconcile to the AFIS system on a monthly basis.

Current Situation
The staff is using a database that is limiting the ability to provide timely reports and real time processing internally.

Performance Measures

1   Average number of days from receipt of an invoice to vendor payment.

Status   In Process

Category: Efficiency

Target 02	Actual 02	FY 03	FY 04	FY 05
15	17	15	12	12

Objective 2

Create custom applications to automate internal procedures.

Current Situation

Automation through custom applications is being used on a small scale at AOT. Through review of office-wide procedures, several areas might emerge as possible beneficiaries of automation. These areas might include: shipping, inventory, receiving, consumer information request fulfillment, and research.

Performance Measures

1   Number of procedures being handled by custom applications.

Status   In Process

Category: Output

Target 02	Actual 02	FY 03	FY 04	FY 05
3	2	2	2	3

2   AOT staff satisfaction with current custom applications (% indicating satisfied or very satisfied; in FY02, measurement was changed from average score to percent).

Status   In Process

Category: Quality

Target 02	Actual 02	FY 03	FY 04	FY 05
3	80	80	80	85

Objective 3

Increase the ability for staff to utilize network resources while out of the office.

Current Situation

E-mail functions correctly within the office and through the internet.

Performance Measures

1   Percentage of time network resources are available to staff from outside the office during normal business hours.

Status   On Hold

Category: Efficiency

Target 02	Actual 02	FY 03	FY 04	FY 05
80		95	95	95